



Republic of the Philippines  
**Department of Education**  
Region 02(Cagayan Valley)  
**SCHOOLS DIVISION OF ISABELA**  
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### **A Business Plan**

Presented to the Faculty of  
Advance Montessori Education Center of Isabela, Inc. - Senior High School  
Tumauini, Isabela

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### **In partial Fulfillment of the Requirements in Entrepreneurship**

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**Entrepreneurship Teacher**

## I. GENERAL INFORMATION

| TYPES OF BUSINESS | Tea House                                                                                                                                                                                                                                                                                  |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| NAME OF BUSINESS  | Tea Treat                                                                                                                                                                                                                                                                                  |
| FORM OF BUSINESS  | Partnership                                                                                                                                                                                                                                                                                |
| ADDRESS           | Palawan, Philippines                                                                                                                                                                                                                                                                       |
| CAPITAL           | 4,000,000.00 Php                                                                                                                                                                                                                                                                           |
| NAME OF OWNERS    | LUMABAN, KARISSA KYLA M.<br>CATAGGATAN, EMERALD- JADEMAY B.<br>UMACAM, SHANE DHELLE FRENZAE C.<br>JACINTO, JANZENT LEE B.<br>DINIEGA, ERVITTE JAY B.<br>MALLANAO, PRINCE HAROLD Q.<br>LOPEZ, SHELLA MAE B.<br>GONZALES, JUNNO CEDRIC R.<br>BAQUIRAN, KOBE F.<br>VALDEVIA, WILSON ANGELO C. |

## II. INTRODUCTION

### A. NAME OF THE BUSINESS

“TEA TREAT” the proposed business name was originally derived from the typical drink named Milk tea which is normally the business basic offered product. Tea Treat aims to provide customers products that are guaranteed to be fresh and organic. Our company seeks to come up with products that will distinct our customers, a product that provide satisfaction, quality, taste and new variety of milk tea.

Tea Treat continue to provide the trend of providing healthy beverage options by combining drinking excellent teas with their daily lifestyle. We also want to change the way people see and think about a tea, one cup at a time. Additionally, the owners will observe some protocols to secure and achieve the satisfaction and welfare of the customers.

## **B. LOCATION OF THE BUSINESS**

Palawan is an island province of the Philippines located in the MIMAROPA region. Its capital is Puerto Princesa City, and it is the largest province in the country in terms of total area of jurisdiction. The islands of Palawan stretch from Mindoro in the northeast to Borneo in the southwest. It lies between the South China Sea and the Sulu Sea. The province is named after its largest island, Palawan Island, measuring 450 kilometers (280 mi) long, and 50 kilometers (31 mi) wide.

Palawan's almost 2,000 kilometers (1,200 mi) of irregular coastline are dotted with roughly 1,780 islands and islets, rocky coves, and sugar-white sandy beaches. It also harbors a vast stretch of virgin forests that carpet its chain of mountain ranges. The mountain heights average 3,500 feet (1,100 m) in altitude, with the highest peak rising to 6,843 feet (2,086 m) at Mount Mantalingahan. The vast mountain areas are the source of valuable timber. The terrain is a mix of coastal plain, craggy foothills, valley deltas, and heavy forest interspersed with riverine arteries that serve as irrigation.

Palawan is big. It is its own archipelago composed of roughly 1,780 islands and islets. It isn't so overwhelmingly massive that you cannot see a lot in one trip, but getting between places takes a while, especially if you are hopping from one island to the next. Palawan is known for;

-  **Gorgeous beaches left and right**
-  **Breathtaking views**
-  **Its home to a “Wonder of Nature”**

## **C. HISTORY OF THE LOCATION**

No one is really sure how the island came to be called Palawan. It is speculated that the name may have originated from the Chinese world Pa-Lao-Yu, which means “the land of beautiful harbors”. Others speculate that the word comes from an Indian word “Palawans” which means territory. While others still speculate that, it comes from the Spanish word “Paragua,” since Palawan resembles a closed umbrella.

What is clear is that this island has played an important role in Philippine civilization. The oldest bones of the first Filipinos were found here, and they were estimated to be tens of thousands of years old. The first settlers were Tau't Bato, Palaw'an, Tagbanua, and Bataks, which settled in the coastal and mountainous areas even before the Malay settled here.

One of the largest islands in the Philippine archipelago, Palawan is steep in history and heritage – with historians and archeologists tracing it up to tens of thousands years ago. Called as the “*Cradle of Philippine Civilization*”, the history of Palawan is recorded through fossils and artifacts used by early human dwellers in the early part of the Holocene. Physical anthropologists examined the bones (a skullcap) found in Tabon cave and determined it to be about 47,000 years old.

The fossils were discovered by a team led by Dr. Robert Fox, hailed as the “Father of Philippine Archaeology”. He started the exploration and the excavations of the Tabon Caves in the 1960s. There are studies that purport that the island of Palawan is once part of Sundaland – a bio geographical region of Southeastern Asia that was exposed during the last

glacial period of Pleistocene. With elevating ocean levels, Palawan was separated to mainland Asia. This conclusion was based on the similarity of flora and fauna found in the island to the rest of Southeast Asia as compared to the rest of the Philippines.

When the Spaniards left after the 1898 revolution, a new civil government was established on June 23, 1902. Provincial boundaries were revised in 1902; the name of the province was changed to Palawan, and Puerto Princesa became its capital and long before it became “The Best Island in the World” and became major tourist destination, Palawan had a significant role over the years especially during those dark days of colonization from one colonizer to another. In 1818, the entire island of Palawan, or *Paragua* as it was called, was organized as a single province named Calamianes, with its capital in Taytay. By 1858, the province was divided into two provinces, namely, Castilla, covering the northern section with Taytay as capital and Asturias in the southern mainland with Puerto Princesa as capital. It was later divided into three districts, Calamianes, Paragua and Balabac, with Principe Alfonso town as its capital. During the Spanish colonial period, Cuyo became the second capital of Palawan from 1873 to 1903.

The early history of this province was determined by a team researchers led by Dr. Robert Fox who has found the evidence of life from the remains they unearthed in the Tabon Cave- proving that man has continuously lived in Palawan for more than 50,000 years ago. The Northern Calamianes Islands were the first to come under Spanish authority, and were later declared a province separate from the Palawan mainland. In the early 17th century, Spanish friars sent out missions in Cuyo, Agutaya, Taytay and Cagayancillo but they met resistance from Moro communities. Before the 18th century, Spain began to build churches enclosed by garrisons for protection against Moro raids in the towns of Cuyo, Taytay, Linapacan and Balabac. In 1749, the Sultanate of Brunei ceded southern Palawan to Spain.

During the first phase of the Battle of Leyte Gulf, just off the coast of Palawan, two United States Navy submarines, USS *Dace* (SS-247) and USS *Darter* (SS-227) attacked a Japanese cruiser task force led by Admiral Takeo Kurita, sinking his flagship (in which he survived) *Atago*, and her sister ship *Maya*. *Darter* later ran aground that afternoon and was scuttled by USS *Nautilus* (SS-168). The island was liberated from the Japanese Imperial Forces February 28 and April 22, 1945 during the Invasion of Palawan.

In 2005, Palawan was briefly made politically part of Western Visayas or *Region VI* through *Executive Order 429* signed by then-President Gloria Macapagal Arroyo as a political move to control the province and a response to getting more loans from China on May 23, 2005. This decree was later deferred on August 18 within the same year reportedly due to the opposition of the province's Sangguniang Panlalawigan (Provincial Council). On July 21, 2007, its capital city, Puerto Princesa became a highly urbanized city.

In April 2019, a bill dividing Palawan into three provinces was passed into law. The proposed three new provinces are Palawan del Norte, Palawan Oriental, and Palawan del Sur. A plebiscite will be held in May 2020 to decide on whether Palawan will be divided into three provinces or not. Some civil society groups and Puerto Princesa residents opposed the proposed division, claiming that there was no extensive public consultation.

#### **D. ATTACTION OF THE LOCATION**

Palawan is also known as the Philippines' “Last Ecological Frontier”. It is home to the Philippines' most spectacular seascapes and island views. Its forests and seas are home to

impressive biodiversity and it is this kind of natural beauty that keeps visitors coming. No wonder that it is one of the NEW SEVEN WONDERS OF NATURE and also considered as one of the world's best islands to visit!

Here are some tourist spots that are definitely jaw-dropping:

### **UNDERGROUND RIVER, PUERTO PRINCESA**

The first attraction that put Palawan on the map is the Subterranean River National Park near Puerto Princesa. It is 24 km long and contains an underground part of the Cabugayan River. You will see many stalactites, stalagmites, and other formations that take on different shapes of objects, animals, and others.

### **SHIMIZU ISLAND**

The island is surrounded by colorful coral reefs and vibrant tropical fish. It is also protected by black cliffs shooting into the sky with bunches of green trees thriving amongst the cliffs. It is ideal for snorkeling with its calm, crystal clear waters.

### **TABON CAVES**

Another place to go for off-the-beaten-path adventures is Tabon Caves in Quezon town of South Palawan. This important archaeological site is where the Tabon Man was found. Filipinos who have been attentive in history class may remember that the fossilized remains of the Tabon Man was believed to be the earliest human remains known in the Philippines (until the discovery of the Callao Man in Peñablanca, Cagayan Province). For travelers, the Tabon Cave Complex is a great place to explore cave formations and learn about the archaeology diggings. There are also a few off-shore islands and beaches nearby.

### **BARRACUDA LAKE**

A popular lake in Coron that will give you a mesmerizing view of tortoise waters and rock formations. It got its name from the skeleton of a barracuda that was found by the divers in its depths. Also, it is one of the cleanest lakes in the country.

### **BALABAC ISLAND**

Balabac is the southernmost islands in Palawan. It is so far south that Sabah in East Malaysia is nearer to Balabac than Puerto Princesa. The main draw here is 31 gorgeous islands still vastly undiscovered by tourist crowds. These islands are surrounded by pristine, crystal clear waters and white sand beaches.

### **SECRET LAGOON**

It is also often called as Vigan Island. Its bizarre name came from its S-shaped sand bar that is approximately 3 meters long. Also, it is filled with thick foliage of mangroves where monkeys are often seen.

### **TUBBATAHA REEF & CAGAYANCILLO ISLANDS**

The Tubbataha Reef is another remote spot to see in Palawan. This 970 square kilometer national park is especially a must visit to divers. It is the place to see one of the highest biodiversity of marine life in the world. Along with the Puerto Princesa Underground River, Tubbataha Reef is one of six UNESCO World Heritage Sites in the Philippines.

### **CALAUT SAFARI PARK**

This safari park was originally made to be a game reserve under the command of Ferdinand Marcos. He demanded the locals be relocated and then bulldozed the natural

bamboo to bring in big game animals from Africa. There are still giraffe and zebra roaming the island as well as Calamian deer, bearded pigs, pythons, and crocodiles. The zebra here are known as Grevy's Zebra, which is one of the most endangered species of zebra in the world. Calauit Island National Park is becoming one of the top attractions in Palawan as the park expands to include campsites and tour groups, as well as letting people sponsor the wildlife.

### **TREK MT. TAPYAS**

Mt Tapyas is at the heart of Coron Town and offers a sweeping view of velvety green hills and endless emerald water that surrounds the area. The trek consists of 721 steps leading up to the summit, and depending on your athletic ability and the time of day you go, will determine the amount of time it takes you to get to the top. Once at the top, you will find little shelters and viewing areas to sit, relax, and soak up the view. Many people visit the summit for sunrise or sunset to make the views even more dramatic and spectacular.

### **IWAHIG FIREFLY WATCHING AREA**

A famous evening riverboat cruise in Puerto Princesa. It is one of the top bucket lists of tourists as it also gives them an opportunity to have a closer encounter with fireflies.

### **BIGAHO FALLS**

Bigaho Falls can be found in San Vicente, and you can either hire a boat to take you here, or hike. Bigaho Falls empties out into a perfect swimming pool, and in such a way that you can swim under the falls. Just like most waterfalls, the water here is cold, so just keep that in mind when jumping in. The falls are about an easy 20-minute walk from a pristine beach where you can make a donation and get some fresh fruit or coconuts to enjoy during your walk. This spot tends to be more of a local's spot than a touristy area, which makes it even that much more special.

### **SEVEN COMMANDOS BEACH**

The Seven Commandos Beach is legendary and mysterious because no one knows the real reason behind its odd name. The most common story told is that of 7 WWII soldiers who got stranded on this long stretch of sand. This beach is popular with tourists and features stands and stalls providing fresh, local food, refreshing drinks, and other goodies.

### **TARAW CLIFF**

The Taraw Cliff Climb is one of the most exciting things you can do in Palawan, although it is not for everyone. Taraw Cliff requires a local guide as there is a particular path you need to follow. Before getting to the rocks, you'll walk through a small village and a little bit of jungle. The climb is short and steep, but is highly recommended to do at sunrise.

## **E. BRIEF DESCRIPTION OF THE PRODUCT**

There are lots of changes in every generation nowadays, the taste and perceptions of people remains inconstant. Tea Treat will serve you a refreshing, healthy, freshly made, and affordable drink with unique taste which people will definitely like.

As an entrepreneur the business consider that generality of potentials among costumers.it is one of the reasons why we want to introduce not just typical tea but a tea with a twist. We want to change the way people see and think about tea, one cup at a time.

**F. PROJECT TIME TABLE**

| DATE               | ACTIVITIES                                      | FOCAL PERSON             | PROF. FEE             |
|--------------------|-------------------------------------------------|--------------------------|-----------------------|
| March 25, 2022     | Survey of the land                              | Engineer Larkin Camero   | 90,000.00 Php         |
| April 16- 18, 2022 | Construction                                    | Engineer Natasha Valerie | 100,000.00 Php        |
| May 08, 2022       | Screening for the Applicants                    | Owners                   |                       |
| May 20, 2022       | Training of the Applicants                      | Owners                   |                       |
| June 14,2022       | Landscaping Internal Design                     | Arch. Clyde Sanchez      | 60,000.00 Php         |
| June 22, 2022      | Landscaping External Design                     | Arch. Avianna Diaz       | 60,000.00 Php         |
| July 15, 2020      | Familiarization and Final Briefing of Employees | Owners                   |                       |
| August 04, 2022    | Final Test of Facilities                        | Owners                   |                       |
| September 10,2022  | Grand Opening                                   | Owners                   |                       |
| <b>TOTAL</b>       |                                                 |                          | <b>310,000.00 Php</b> |

## **G. MISSION AND VISION OF THE BUSINESS**

### **MISSION**

Tea treat promotes the best quality of drinks and finger foods in a budget friendly way. We aim to put a heart-warming smile to all the costumers that will visit Tea Treat. The owners want to establish a shop that is refreshing and has a homey ambiance that will attract not only to the millennial squads but to all types of family as well.

### **VISION**

To provide the best quality tea experience for our customers. Tea Treat wants to continue the trend of providing healthy beverage options and by combining drinking excellent teas with their daily lifestyle. We want to change the way people see and think about tea, one cup at a time.

To be the leading Tea Roaster and purveyor of deliciously appetizing, uniquely enchanting teas in the Philippines by offering the guiding principles of integrity, quality, service and relationship.

## **H. SUPPORT FACILITIES**

### **SANITARY PERSONNELS**

The sanitary personnel ensures the sanitation and cleanliness order in the vicinity area. Our sanitation workers perform a valuable service to communities by collecting garbage and removing it to propel disposal. They are capable of operating and maintaining the vicinity area clean. They also know how to identify harmful substances that should not be disposed in dumps and should understand the impact of waste on the environment. There will be a truck in disposing garbage in Tea Treat House and helpful to eliminate any pathogens and bacteria that can harm and contaminate the business product.

### **KITCHEN PERSONNELS**

Kitchen personnel are responsible in organizing customers' plates before kitchen staff brings the final product to the customer. They have a working knowledge of the day meals and menus and understand what each dish and drinks calls for before delivery. Our kitchen staff will ensure the food preparation areas clean and hygienic. They also wash utensils and dishes and making sure that they stored appropriately.

### **FIRE AND SAFETY PERSONNELS**

The safety personnel are responsible for many aspects in a company's environmental health and safety department. They conduct routine workplace safety inspections to identify potential hazards, along with the observing workers to ensure they are following safety procedures while on the job. Fire and safety personnel committed for the inspections that the facility has passed and projected as the operations of the business continue.



## **WATER SUPPLY**

The supplying of water will be provided by the Narra Water Supply System. The company supplies the entire city as it one of the biggest water company in Palawan.

## **POWER SUPPLY**

Palawan Electric Cooperative (PALECO) is the man power supplier in the whole city of Palawan. In terms of unexpected malfunction, breakdown or cut down, the management guarantee that there is a power generator to be an alternative power support that will be used temporarily until the power supply got back.

## **COMMUNICATION SYSTEM**

The city signal transmitters and decoders. Through the advancements of technologies, the organizations will usually utilize social media as they conceptual flow of changing of command or information in updating, announcing and advertising. Stable communication is the way managers conduct the managerial functions of planning, organizing, staffing, directing and controlling.

## **TECHNICAL MANAGEMENT**

The technical management provides technical expertise and overall management of the Information Technology (IT) related stuff. They implement and plan a stable technical infrastructure to support enterprises business processes. The technical management cntracts services that will support and repair technical problems.

### III. PRODUCTS AND SERVICES

## NAUGHTEA



## FLIRTEA



| FEATURE                                                                                                                                                                                                                                                                                                                                                                                                                                 | ADVANTAGE                                                                                                                                                                                                                                                                                                 | BENEFITS                                                                                                                                                                                                                                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>DRINKS (MILK TEA)</b></p> <ul style="list-style-type: none"> <li>○ Naughtea and Flirtea Beverage are included to the menu. Milk tea is a tea drink with milk added. It can be as simple as a splash of milk in a hot cup of tea, or it can be a complex recipe including various ingredients, like the popular bubble tea. Its milky goodness and different flavors will send you happy vibes despite the summer heat.</li> </ul> | <ul style="list-style-type: none"> <li>✚ The products that we offered has an excellent customer preferability in terms of economic preference and favourable expertise. Our Milk Teas were provided and ready with an exceptional taste, our customers will be surely satisfied and grateful.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ As ever ready our best Milk Tea, we made sure that the portions of the selected ingredients are passed in nutritional lists and standard intake. The drinks that we serve were rich in calcium, carbohydrate, vitamins, and minerals which are essential for human productivity.</li> </ul> |
| <p><b>SERVICES</b></p> <ul style="list-style-type: none"> <li>○ The business offers a Free Delivery Services for all in call take out. We also have a discount card; the cards are only quarantees for those loyal customers that last for a year of time.</li> </ul>                                                                                                                                                                   | <ul style="list-style-type: none"> <li>✚ Free Delivery Services and discount cards are established promos, and services offered to the costumers. We, the owners of the business provide promos and freebies for the customers to be satisfied in buying and acquiring our services and goods.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Free Delivery Services and discount cards, promos and freebies ensure loyal customers loyalty on the business. But the customers also benefit as they save money, time, and effort.</li> </ul>                                                                                              |
| <p><b>OVERALL DESIGNS AND STRUCTURE</b></p> <ul style="list-style-type: none"> <li>○ The design and structure of the business forms a typical Milk Tea House. The ambience is a cartoon like style where people can even socialize with each other.</li> </ul>                                                                                                                                                                          | <ul style="list-style-type: none"> <li>✚ However, the location of the business includes high proximity and publicity of the target markets. The design and structure is noticeable with its adorable and eye-catching cartoon-like interior, that will makes milk tea dates extra dreamier.</li> </ul>    | <ul style="list-style-type: none"> <li>▪ It will satisfy their comfortable communication experience as the owners substantiate the structure of chairs, tables and other furniture into adjustable and suitable ambience.</li> </ul>                                                                                                 |

#### IV. ORGANIZATIONAL AND MANAGEMENT



##### **PRESIDENT**

**KARISSA KYLA M. LUMABAN**  
**FUGU ABAJO, TUMAUINI, ISABELA**

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##### **VICE PRESIDENT**

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### **RESPONSIBILITIES OF THE MANAGEMENT**

#### **PRESIDENT**

- Determine the on- going success, probabilities of failure that the business will be experiencing.
- Provides strong leadership for the company by working with the board and other executives to establish short and long-term goals, plans and strategies.
- Ensure the company's compliance with the stated mission
- Makes major decisions and observes the flow of the business.
- Responsible for business strategic planning and company vision.
- Manages the overall operations and resources of the company.

#### **VICE PRESIDENT**

- Assistant of the president and provide leadership and run board meetings when the president is not available.
- Responsible for brainstorming ways to change and innovate the business.
- Overseeing internal operations.
- Helping to achieve the business's financial goals.
- Helping to build strong customers relationship
- Develop strategies to improve the business and stay ahead of industry changes.
- Maximize the business operating performance

## **FINANCIAL MANAGER**

- Producing financial reports related to budgets, account receivables and payables, expenses etc.
- Develop strategies that work to minimize financial risk.
- Help management make financial decisions.
- Provides and interpret financial information.
- Monitor a business finance.

## **OPERATIONS AND MANAGEMENT HEAD**

- Develop, implement, and review operational policies and procedures.
- Make important policy, planning, and strategy decisions.
- Overseeing customer service and implement technology solutions.
- Evaluate risk and lead quality assurance efforts.
- Report on operational performance and suggest improvements.

## **SALES AND MARKETING MANAGER**

- Develops and implement a cohesive marketing plan and strategy.
- Designs and review the marketing department's budget.
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals.
- Conducts market analysis to identify challenges and opportunities for growth.
- Participates in the quarterly and annual planning of the company's objectives.

## **CHIEF TECHNOLOGY OFFICER**

- Evaluate and implement new systems and infrastructures.
- Present report on the company's technology status, goals, and progress.
- Create and implement technology strategies.
- Identify what technologies can be used to improve the company's product and services.
- Ensure technologies are used securely and efficiently.

## **INFORMATION OFFICER**

- Responsible for managing and maintaining database and information catalogues.
- Create business value through technology.
- Oversee the development of customer service platforms.
- Responsible for making the information safe, secure, and easily accessible.

## **ARTS AND DESIGN PERSONNEL**

- Oversees various creative and design projects for an organization.
- Reviewing final layouts and suggesting improvements if required.
- Developing concepts, graphics, and layouts for product illustrations, company logos and website.

## V. LOGO AND BROCHURE





